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1. (currently amended) A method for processing a short message service (SMS) message comprising

embedding a value-added field in the SMS message by an originator of the SMS message, the field being indicative of a value-added service requested by the originator, and

instantiating the value-added service from the combination of the field supplied by the originator and originator-specific data pre-stored in an originator database.

2. (currently amended) The method as recited in claim 1 wherein the instantiating includes generating a value-added SMS message based upon the value-added service.

3. (original) The method as recited in claim 1 further including recording information about the value-added service.

4. (currently amended) The method as recited in claim 1 wherein the SMS message includes a destination and the instantiating includes modifying the SMS message in accordance with the value-added service and then sending the modified SMS message to the destination.

5. (currently amended) The method as recited in claim 1 wherein the originator is identified by a member identifier, the field associates the member identifier with

information about the member stored in the database, and the instantiating includes

substituting information about the member into the SMS message based upon the field

and with reference to the database.

6. (currently amended) The method as recited in claim 1 wherein the field relates

to a teleconference and includes telephone numbers or member identifiers of participants

and further including initiating a teleconference call to each of the participants.

7. (currently amended) A method for processing a short message service (SMS)

message comprising

embedding a value-added field in the SMS message by an originator of

the SMS message, the field being indicative of a value-added service requested by the

originator and wherein the value-added service is instantiated from the combination of

the field as supplied by the originator and originator-specific data pre-stored in an

originator database,

processing the field to instantiate the value-added service, and

implementing the value-added service based upon the processed field in

the SMS message and the originator-specific data in the database.

8. (currently amended) The method as recited in claim 7 wherein the processing

includes extracting the field from the SMS message and converting the field into a

format suitable for efficient processing.

9. (original) The method as recited in claim 7 further including recording information about the value-added service.

10. (original) The method as recited in claim 7 wherein the SMS message includes a destination and the implementing includes modifying the SMS message in accordance with the value-added service and then sending the modified SMS message to the destination.

11. (currently amended) The method as recited in claim 7 wherein the originator is identified by a member identifier, the field associates the member identifier with information about the member stored in the database, and the implementing includes substituting information about the member into the SMS message based upon the field and with reference to the database.

12. (currently amended) The method as recited in claim 7 wherein the field relates to a teleconference and includes telephone numbers or member identifiers of participants and the implementing includes initiating a teleconference call to each of the participants.

13. (currently amended) The method as recited in claim 7 wherein the field is a tele-message and includes information relating to a destination and an appointed time of the tele-message and the implementing includes sending the tele-message to the destination at the appointed time.

14. (currently amended) A method for establishing a teleconference via a short message service (SMS) message comprising

embedding a teleconference field in the SMS message by an initiator of the teleconference, and

instantiating the teleconference from the combination of the field as supplied by the initiator and initiator-specific data pre-stored in an initiator database.

15. (currently amended) A system for processing a short message service (SMS) message comprising

means for embedding a value-added field in the SMS message by the originator of the SMS message, the filed being indicative of a value-added service requested by an originator, and

means for instantiating the value-added service from the combination of the field as supplied by the originator and originator-specific data pre-stored in an originator database.

16. (currently amended) A system for delivering a short message service (SMS) message transmitted over a channel and having an embedded value-added field, the system comprising

an input gateway for detecting the SMS message on the channel,

a database for pre-storing data associated with an originator of the SMS message,

a format converter, responsive to the gateway, for extracting the field and for re-formatting the field,

a processor, responsive to the format converter, for performing specialized value-added data processing functions to modify the SMS message based upon the value-added field and the database, and

an output gateway, responsive to the SMS processor, for reconverting the modified SMS message to a form suitable for delivery and for transmitting the modified SMS message onto the channel.

17. (currently amended) The system as recited in claim 16 wherein the processor includes a SMS processor for adding routing information to the SMS message.

18. (currently amended) The system as recited in claim 16 wherein the processor includes a memory for recording information about the value-added data processing functions performed.

19. (currently amended) A system for initiating a teleconference via a short message service (SMS) message comprising

means for embedding a teleconference field in the SMS message by the initiator of the teleconference, and

a teleconference bridge for establishing the teleconference based upon information in the teleconference field.